

SPORTS AND ENTERTAINMENT MARKETING

Sports and Entertainment Marketing is a one-credit specialized course designed to offer students an opportunity to gain knowledge and develop skills related to the growing sports and entertainment industry. Sports Marketing addresses such diverse products as the sporting event itself, its athletes, sports facilities or locations, sporting goods, personal training, and sports information. Entertainment Marketing includes events such as fairs, concerts, trade shows, festivals, plays, product launches, causes, etc.

Students will develop skills in the areas of merchandising, advertising, public relations/ publicity, event marketing, sponsoring, ticket distribution, and career opportunities as they relate to the sports and entertainment industry. Sports and Entertainment Marketing can be taught in Grades 9-12. It is recommended that students enroll in an introductory marketing course prior to taking Sports and Entertainment Marketing.

Career and technical student organizations are an integral co-curricular component of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace readiness skills, and broaden opportunities for personal and professional growth.

Students will:

Career Readiness Skills

1. Develop career awareness and employability skills (e.g., face-to-face, online) needed for gaining and maintaining employment in diverse business settings.
 - a. Identify the scope of career opportunities and the requirements for education, training, certification, licensure, and experience.

Customer Relations

2. Resolve conflicts with/for difficult customers.
 - a. Define the following terms: disagreeable customer, domineering/superior customers, and dishonest customers.
 - b. Explain reasons for handling difficult customers.
 - c. Demonstrate procedures for handling difficult customers.
3. Handle customer/client complaints.
 - a. Define the term complaint.
 - b. Identify the costs associated with customer complaints.
 - c. Describe the benefits of customer complaints.
 - d. Demonstrate procedures for handling customer complaints.

Examples: decision-making process steps—define the problem, brainstorm, list alternatives, evaluate alternatives, identify consequences, and propose a solution.

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Marketing

4. Explain the nature and scope of sports and entertainment marketing.
 - a. Evaluate the sports and entertainment industry as a valuable segment of the economy.
 - b. Analyze the components of the sports and entertainment industry.
 - c. Recognize the importance of marketing to the sports and entertainment industry.
 - d. Analyze growth and trends of sports and entertainment as an industry in local, state, national, and international markets.
 - e. Determine the career opportunities available in the sports and entertainment industry.

Operations

5. Develop production schedules for events.
 - a. Explain the components of a production schedule.
 - b. Describe production planning tools.
 - c. Create a production schedule.
6. Develop a project plan.
 - a. Discuss the components of the project plan.
 - b. Explain elements addressed in a quality plan.
 - c. Discuss considerations addressed in a risk management plan.
 - d. Describe the role of risk management in project management.
 - e. Explain why requirements in a project plan may change.

Career Opportunities

7. Explain career opportunities in sport/event marketing.
 - a. Identify types of businesses that offer careers in sport/event marketing.
 - b. Distinguish between sport marketing and event marketing.
 - c. Explain why jobs in sport/event marketing provide career potential.
 - d. Discuss personal traits needed for success in sport/event marketing.
 - e. Explain training needed for careers in sport/event marketing.

Marketing Information Management

8. Explain the need for sports and entertainment marketing information.
 - a. Define the terms facts, estimates, predictions, relationships, and marketing information.
 - b. Identify types of marketing information useful to sport/event marketers.
 - c. Describe ways that sport/event marketers use marketing information.
 - d. Explain the impact of marketing information on sport/event marketer.
 - e. Explain the difference between primary and secondary research.
9. Search the Internet for sports and entertainment marketing information.
 - a. Explain the importance of the Internet as a source of secondary sport/ event marketing information.

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- b. Identify frequently accessed Internet databases that contain sport/event marketing information.
- c. Explain the use of online services for obtaining sport/event marketing information.
- d. Discuss the strengths and limitations of using electronic databases to obtain sport/event marketing information.
- e. Identify online service providers frequently accessed for sport/event marketing information.
- f. Describe steps for developing a search strategy.

Market Planning

10. Describe the nature of target marketing in sports and entertainment marketing.
 - a. Define the following terms: market, target market, mass marketing, marketing segments, and market segmentation.
 - b. Explain the importance of target markets to sport/event marketers.
 - c. Describe advantages and disadvantages of mass marketing.
 - d. Describe advantages and disadvantages of using market segments.
 - e. Explain why the use of market segments is increasing.
11. Identify ways to segment sports and entertainment markets.
 - a. Define the following terms: demographic segmentation, geographic segmentation, psychographic segmentation and behavioral segments.
 - b. Describe demographic characteristics that sport/event marketers analyze.
 - c. Explain the value of geographic segmentation.
 - d. Discuss the value of psychographic segmentation.
 - e. Describe types of behavioral segmentation.

Pricing

12. Identify factors affecting pricing of sports and entertainment products (lead time, market demand, market segmentation, smoothing, responding for competitors).
 - a. Identify factors that affect the pricing of sport/event products.
 - b. Discuss how market demand affects sport/event pricing.
 - c. Describe the impact of market segmentation on sport/event pricing.
 - d. Explain how responding to competitors affect sport/event pricing.
13. Describe pricing issues associated with sports and entertainment products (cost, value, objectives).
 - a. Explain reasons for variation in ticket prices in the sport/event industries (e.g., seat location, performance date, discounts to different markets, ticket bundling, seasonality, availability of complementary goods, resale legislation).
 - b. Describe how value is a pricing issue associated with sport/event products.

Promotion

14. Explain the use of naming rights in sports and entertainment marketing
 - a. Define the term naming rights.
 - b. Identify the key players in naming rights deals.

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15. Identify elements that enhance venue attractiveness (facility—accessibility, trade area drawing radius, parking; surrounding area- design/ layout, amenities,, personnel, sense of security).
 - a. Explain ways that the facility contributes to venue attractiveness.
 - b. Discuss ways that design/layout contribute to venue attractiveness.
 - c. Describe ways that amenities contribute to venue attractiveness.
 - d. Explain how personnel contribute to venue attractiveness.
 - e. Describe the role that a sense of security plays in enhancing venue attractiveness.
16. Develop content for use in marketing communications to create interest in product/business/idea (e.g., direct mail letters, e-mail marketing copy, press releases, content for use on the website, newsletters, direct-mail offer for sport/event products, media kit).
17. Determine advertising reach of sports /entertainment media.
 - a. Distinguish between advertising reach and frequency.
 - b. Demonstrate procedures for determining advertising reach.
18. Calculate media costs.
 - a. Define the following terms: primary circulation, secondary circulation, position preferences, zoning, flat rates, sliding-scale rates, combination rates, delivered circulation, guaranteed circulation, bleed pages, gatefolds, spreads, partial runs, split-run, selective binding, rating, gross rating points, run-of-schedule air time, painted bulletins, poster panels, spectaculars, direct mail, shared mail, cost per thousand (CPM), cost per gross rating point (CPRP), banner ads, and click-throughs.
 - b. Describe and explain factors affecting advertising media (newspaper, magazine, TV, radio, and internet).
 - c. Explain the process for determining the cost effectiveness of media vehicles.
19. Explain the nature of sponsorship in the sports and entertainment industries.
 - a. Determine the various types of sponsorship in sports and entertainment.
 - b. Contrast sponsorship for big versus small organizations including local, regional, national and international sponsorships.
 - c. Explain benefits associated with sponsorship activities.
 - d. Describe the significance of exclusivity in sponsorships.
 - e. Discuss ways in which sponsorship relationships are formed.
 - f. Assess the importance of sponsorship in concessions, event planning advertising, and facility design.
 - g. Describe risks associated with sponsorships.
 - h. Evaluate the impact of sponsorship in the sports and entertainment industry.
20. Design logo for sports/entertainment marketing.
 - a. Explain the importance of having a logo.
 - b. Discuss components of logos.
 - c. Identify types of logos.
 - d. Describe characteristics of effective logos.
 - e. Discuss resources useful in generating logo ideas.
 - f. Demonstrate procedures for designing logos.
21. Design tickets for sports/events.
 - a. Describe information that can be included on tickets.
 - b. Discuss purposes of tickets.
 - c. Demonstrate procedures for designing tickets.

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Selling

22. Describe factors that motivate people to participate in/attend sports/events.
 - a. Explain the importance of understanding why people participate in/attend sports/events.
 - b. Describe techniques for identifying sport/event motivators.
 - c. Describe ways that salespeople can use sport/event motivators to sell product.
 - d. Create out-of-the box sales promotion ideas for sports/events.
23. Identify sales methodologies used in sport/event marketing.
 - a. Identify situations in which sport/event sales methodologies would be used.
 - b. Describe the use of personal selling in sport/event marketing.
 - c. Discuss the use of telemarketing in sport/event marketing.
 - d. Explain the use of the Internet as a sales medium in sport/event marketing.
 - e. Identify advantages/disadvantages associated with sales methodologies.
24. Prepare sales presentation.
 - a. Identify reasons for preparing for a sales presentation.
 - b. Identify factors about the customer/client/fan that should be determined prior to making a sales presentation.
 - c. Describe preparation needed for sales presentations.
 - d. Identify factors that affect the preparation needed for sales presentations.
 - e. Describe ways to prepare for a sales presentation.
 - f. Explain how to ask for a sales presentation appointment.
 - g. Demonstrate procedures for preparing for a sales presentation.
25. Establish relationships with sport/event clients/customer/fans.
 - a. Describe the importance of establishing relationships with customers/clients during the initial contact with them.
 - b. Explain techniques for establishing relationships with customers/clients during the initial contact with them.
 - c. Identify factors affecting the choice of techniques to use in establishing relationships with customers/clients.
 - d. Describe characteristics of effective sales openings.
 - e. Explain procedures for establishing relationships with customers/clients during initial contacts.
 - f. Demonstrate how to establish relationships with customers/clients during initial contact.
26. Sell tickets (ticket plans, new season, etc.).
 - a. Describe types of ticket plans that are often sold.
 - b. Discuss the selling process to use when selling tickets.
 - c. Identify appropriate selling techniques for use with ticket sales.
 - d. Explain factors affecting the selection of selling techniques to use for ticket sales.
 - e. Demonstrate procedures for selling tickets.
27. Sell advertising space in printed and electronic materials (e.g., program, yearbook, media guide, fan guide, team photo cards, etc.)
 - a. Explain why advertising space is sold in sport/event materials.
 - b. Identify sport/event materials in which advertising space could be sold.
 - c. Describe appeals that could be used in selling ad space in sport/event materials.
 - d. Demonstrate procedures for selling advertising space in printed and electronic sport/event materials.

BIBLIOGRAPHY

MBA Research and Curriculum Center (2012). *More than a game*. Columbus, OH: MBA Research and Curriculum Center.